

*This Project Pro-forma is used to capture **project descriptions, innovations and efficiencies**. It is not expected that all the information requested will be appropriate to all projects. Please provide as much information as possible. This form should be updated and resubmitted as projects develop.*

*Text in **shaded box** is guidance – click on text box and over type.*


MHA Authority	Derbyshire County Council on behalf of Erewash Borough Council
Project Number	60637242
Project Title	MHA PSP3 DCC Long Eaton High Street Study
Client Contact	Jim Seymour (Jim.Seymour@derbyshire.gov.uk)
Client Details	Derbyshire County Council, Station Road, Matlock Derbyshire, DE4 2EQ
Brief Project Description (300 Characters)	<p>Long Eaton is a market town with a population of approximately 39,000 located in the Borough of Erewash. The town has been included in the government’s Towns Fund programme and the Town Deal Board has approved the following as a potential project to be included in the Town Investment Plan.</p> <p>The client required a feasibility study into place making and associated traffic improvement and market realignment for Long Eaton High Street. To include estimated cost and delivery timescale.</p>
Full Project Description	<p>This feasibility study was commissioned to investigate options to address EBC desire for a fully pedestrian friendly and reenergised Long Eaton High Street. The place making brief was that it should be an enhanced space which incorporates the stalls on a market day but which is a welcoming space on the quieter days.</p> <p>The High Street needs to achieve the same standard as the historic Market Place.</p> <p>The main elements of the project included:</p> <ul style="list-style-type: none"> • Removal of vehicles from the High Street except for emergency and service vehicles • Realignment of the flow of the highway with a TRO for emergency traffic • Consideration for cyclists • Appropriate planting and drainage to account for the climate change including SUDs and drought tolerant planting • Delineation of a more cohesive space for the market stalls • Improvement of the public realm including resurfacing and rest areas • A communal area for informal performances, exhibitions, etc (possibly a covered space) • Consideration of the lighting, wayfinding, seating and litter and planted amenities <p>The scheme included an interactive workshop to enable the team to showcase their ideas and gather meaningful feedback from key stakeholders on desires and objectives.</p>
	
	<p>Figure 76: Eye-level sketch of the proposed interventions on the western section of High Street.</p>



Figure 77: Sketch of the south of Market Place on a market day.

AECOM hosted the on-line workshop and prepared a summary sheet of the discussions which is included as an addendum.

This was used to develop the preferred option and inform the final study. The extracts above are visualisations of the preferred option from the final report.

<p>Innovation</p>	<p>An online workshop hosted by the project lead on Teams saved travel time & costs for all participants. The alternative would have been a meeting at a venue in Long Eaton with associated travel time and costs with the added complication of COVID restrictions.</p> <p>Participants included AECOM employees based in London and Chesterfield and Erewash Councillors and Officers based in Long Eaton.</p>
<p>Lean Delivery / Efficiency Savings</p>	<p>No in-person meetings minimised cost/time in travel and made it easier to follow COVID restrictions).</p> <p>No project expenses were charged to the project.</p> <p>As an estimate travel expenses for 2 reps and 1 workshop around £200.</p>
<p>Sustainability</p>	<p>The whole study is aimed at producing a healthy and sustainable Town Centre, where people will want to work and visit. If the project is funded and implemented the improved public space and associated place-making will provide a better destination and sense of community pride.</p>
<p>Awards / Customer Satisfaction</p>	<p><input checked="" type="checkbox"/> MHA PSP3 360 Project Feedback Form</p> <p>Overall score 8.90/10 with score of 10/10 for both Financial Control and Health and Safety.</p> <p>Strengths: Brief & expectations clearly defined at start up meeting and reinforced during site visit. No changes to budget, despite small additions/adjustments. Minimised impact of COVID19. Good client relations. Direct access to end user/recipient and timely responses.</p>
<p>Address of Site</p>	<p>High Street Long Eaton Derbyshire NG10 1LL</p> <p>Multiple Site Project: <input type="checkbox"/></p>
<p>Project Capital Value (if applicable)</p>	<p>Estimated: £3.89 million At Completion: N/A</p> <p>Feasibility Study Only</p>
<p>Fee Value</p>	<p>Estimated: £28,500 At Completion: £28,500</p>

PSP3 Project Description Input Sheet

MHA PSP3 Delivery Team	Project Manager:	Morna Dudeney
	Delivery Manager:	Stuart Dungworth
	Framework Manager:	Jason Clarke
Project Manager Contact Details	Morna Dudeney Royal Court Basil Close Chesterfield S41 7SL Email: morna.dudeney@aecm.com Mobile: 07790 622503	
Other Useful Information	n/a	
Image References (Images to be provided separately)	<input checked="" type="checkbox"/> ..\..\500_Deliverables\501_Study Long Eaton High Street\200915-Long Eaton High Street_01_lo res.pdf Long Eaton High Street - Report	
Completion Certificates (to be provided separately)	<input type="checkbox"/> n/a	
This information provided by:	Who: Jo Upton Joanne.upton@aecom.com Mobile: 07817 804959	When: 04-03-21

Overleaf is an extract from the report showing visions discussed in the Interactive Workshop

The Town Deal requires a Vision for the Town Deal and High Street/Town Centre is a good place start.

Long Eaton used to be seen as a place to go, if you didn't want to go to Derby or Nottingham. Used to be an attractor during the day and in the evening. That has changed. Town Centre has lost some vitality. It's not failing/failed, but is not as vibrant

Suggestions (from the group) for the Town Centre:

- Pavement cafes
- Upgrade/ revitalise the market
- More trees and green space
- No parking on the high street
- Improve cycle facilities
- Introduce public art
- Provision for different age groups, especially young
- Address anti-social behaviour (ASB)
- Address traffic congestion
- Improve the shops (want more independents)

Noted that Long Eaton already has a very high proportion of independent shops.

Access to West Park is crucial – lots of access in other directions – how to achieve this? Noted that the 2 Bridges project is intended to improve connections to West Park

EBC conducting a 6 week consultation on a Vision for Long Eaton. Even early in the process, joint top attractors for residents:

- Shops and services
- Green spaces

People were also asked what would they improve. 80% say – shops and services!

Long Eaton Green is a challenge. The network around the Town Centre comprises a box circuit of Broad St/Salisbury St/West Gate, Main St/Cross St, Waverley St, Nottingham Rd/ Long Eaton Green/Derby Rd and Market Place/Tamworth Road. All have their issues and knitting them together is a challenge.

There is always possibility that TC might fail – effects of HS2, CV19, online shopping, etc. Important to look at what can be done to prepare for the big changes coming and manage the changes already happening.

From online public consultation run over summer 2020 (by EBC): People also noted that they wanted to see the Town Centre upgraded, as it looks tired.

Comments from some people 'town is not what it used to be'. This is true, but Long Eaton shows remarkable adaptability. Still needs help – how do we help Long Eaton Town Centre to adapt (lots of pressures for change).

Regeneration based on arts, culture and heritage

Town Centre has 200 businesses with street frontage properties – large proportion of independents – suggests a certain level of robustness and adaptability.

What is the focus of this exercise, where is 'the Town Centre'? It seems bigger than the functional, designated Town Centre. Note that Tamworth and Derby Roads also have shops.

Discussion about what people in Long Eaton want town to be like. Apparently from survey some want it to be like Beeston and others like Belper. Group not sure these are relevant comparators.

Agreed that Long Eaton is its own place. Should not try to replicate somewhere else.

From online public consultation run over summer 2020 (by EBC): People want to see the market revitalised. Market is part of the town's identity. Is there scope for farmers'/indoor markets?

Market is a good thing, but need to consider effects on fixed shops. Set-up of market, as is, can have a negative effect on shops – routes don't allow easy access to shops. Needs to be co-ordinated.

Could there be an evening market or markets (commuters) on non-traditional market days?

Recognise we need to manage the market – it ended up on High Street by accident (was temporarily relocated to allow Market Square streetscape improvements to happen). However, there will be push back from traders – don't think market is an easy option!



Figure 23: Developing a Vision for Long Eaton High Street.